IN THE CLAIMS:

Please amend Claims 109, 115 and 121 as shown below. The claims, as

pending in the subject application, read as follows:

1. to 108. (Cancelled)

109. (Currently Amended) A method of controlling an information

processing apparatus accessible to a first database and a second database, the first database

storing a plurality of pieces of first information and their properties associated with unique

identifiers, and the second database storing a plurality of pieces of second information and

their properties, said method comprising:

a receiving step of receiving a unique identifier from an external apparatus;

a first retrieval step of retrieving searching the first database for the piece of

the first information and its property corresponding to the received unique identifier by

searching the first database;

a second retrieval step of retrieving searching the second database for a

plurality of pieces of the second information and their properties by searching the second

database based on the property of the searched retrieved piece of the first information;

a setting step of setting a printing priority on each of the searched retrieved

pieces of the second information based on the properties of the searched retrieved pieces of

the second information;

a preparation step of preparing a plurality of printing layout examples for

printing the searched retrieved pieces of the second information to be printed with the

- 2 -

searched retrieved piece of the first information, each of the printing layout examples including at least one of the searched retrieved pieces of the second information based on the printing priorities;

a selection step of selecting one printing layout example from the plurality of printing layout examples; and

a creating step of creating printing data for printing the searched retrieved piece of the first information and the at least one of the searched retrieved pieces of the second information according to the selected printing layout example.

110.   (Cancelled)

111.   (Previously Presented) The method according to claim 109, wherein the properties of the plurality of pieces of the second information include at least one of limitations on printing, term for printing, and opportunities for printing.

112.   (Previously Presented) The method according to claim 109, wherein the second information contains arbitrary advertisement information.

113.   (Previously Presented) The method according to claim 109, further comprising a step of setting whether the second information is to be printed or not, and wherein said second retrieval step is performed in accordance with the setting.

114.   (Cancelled)

- 3 -

115.   (Currently Amended) An information processing apparatus

accessible to a first database and a second database, the first database storing a plurality of

pieces of first information and their properties associated with unique identifiers, and the

second database storing a plurality of pieces of second information and their properties,

said apparatus comprising:

receiving means for receiving a unique identifier from an external

apparatus;

first retrieval means for retrieving searching the first database for the piece

of the first information and its property corresponding to the received unique identifier by

searching the first database;

second retrieval means for retrieving searching the second database for a

plurality of pieces of the second information and their properties by searching the second

database based on the property of the searched retrieved piece of the first information;

setting means for setting a printing priority on each of the searched retrieved

pieces of the second information based on the properties of the searched retrieved pieces of

the second information;

preparation means for preparing a plurality of printing layout examples for

printing the searched retrieved pieces of the second information to be printed with the

searched retrieved piece of the first information, each of the printing layout examples

including at least one of the searched retrieved pieces of the second information based on

the printing priorities;

selection means for selecting one printing layout example from the plurality

of printing layout examples; and

- 4 -

creating means for creating printing data for printing the ~~searched~~ <u>retrieved</u> piece of the first information and the at least one of the ~~searched~~ <u>retrieved</u> pieces of the second information according to the selected printing layout example.

116. (Cancelled)

117. (Previously Presented) The system according to claim 115, wherein the properties of the plurality of pieces of the second information are registered and comprise at least one of limitations on printing, term for printing, and opportunities for printing.

118. (Previously Presented) The system according to claim 115, wherein the second information contains arbitrary advertisement information.

119. (Previously Presented) The system according to claim 115, further comprising means for setting whether the second information is to be printed or not, and wherein said second retrieval means performs in accordance with the setting.

120. (Cancelled)

121. (Currently Amended) A computer-readable storage medium which stores computer-executable program code for controlling an information processing apparatus accessible to a first database and a second database, the first database storing a

- 5 -

plurality of pieces of first information and their properties associated with unique

identifiers, and the second database storing a plurality of pieces of second information and

their properties, the program code comprising:

a receiving step of receiving a unique identifier from an external apparatus;

a first retrieval step of retrieving ~~searching the first database~~ for the piece of

the first information and its property corresponding to the received unique identifier by

searching the first database;

a second retrieval step of retrieving ~~searching the second database~~ for a

plurality of pieces of the second information and their properties by searching the second

database based on the property of the ~~searched~~ retrieved piece of the first information;

a setting step of setting a printing priority on each of the ~~searched~~ retrieved

pieces of the second information based on the properties of the ~~searched~~ retrieved pieces of

the second information;

a preparation step of preparing a plurality of printing layout examples for

printing the ~~searched~~ retrieved pieces of the second information to be printed with the

~~searched~~ retrieved piece of the first information, each of the printing layout examples

including at least one of the ~~searched~~ retrieved pieces of the second information based on

the printing priorities;

a selection step of selecting one printing layout example from the plurality

of printing layout examples; and

a creating step of creating printing data for printing the ~~searched~~ retrieved

piece of the first information and the at least one of the ~~searched~~ retrieved pieces of the

second information according to the selected printing layout example.

- 6 -